

**Sugarloaf Community Improvement District Request for Proposal
SUGARLOAF LCI TRANSIT ENHANCEMENTS AND FUTURE STATION PLANNING STUDY**

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July 14, 2021

Question Deadline	<u>12:00 pm July 26, 2021</u>
Proposal Deadline	<u>3:00 pm August 6, 2021</u>
Anticipated Board Approval	<u>September 9, 2021</u>

One (1) printed and signed unbound original, five (5) bound copies, and one (1) electronic copy in PDF on a USB drive of the proposal shall be submitted no later than 3:00pm, August 6, 2021. Any proprietary information contained in the proposal should be so indicated. However, a general indication that the entire contents, or a major portion, of the proposal is proprietary will not be honored. Further, the contents of the proposal may be considered subject to the provisions of the Georgia Open Records Act.

The full cost of proposal preparation is to be borne by the proposing firm.

Sole responsibility rests with the firm to see that the proposal is received on time at the stated location.

Proposals sent by telegraphic and/or electronic devices are not acceptable and will be rejected upon receipt. Firms are expected to allow adequate time for delivery of their proposal either by hand delivery, postal service or other means.

Proposals will be awarded by balancing the following criteria:

- (a) Meets requirements and criteria in the invitation to bid;
- (b) Approach to the project;
- (c) Demonstrated experience on similar types of projects;
- (d) Quality, availability, and capability of the bidder;
- (e) Demonstrated competence and qualifications;
- (f) Most advantageous and in best interest of the CID; and
- (g) Other specific criteria set forth in the invitation.

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MINIMUM REQUIREMENTS FOR SUBMISSION

This RFP is intended to foster effective, fair, and broad-based competition for public procurement within the free enterprise system. It is unethical for any person to offer, give, or agree to give any Sugarloaf CID Board Member, employee, business associate, or relative a gratuity as an inducement for the award of a bid.

All questions or request for additional information must be submitted by email before 12 noon, July 26, 2021 to: adavis@sugarloafcids.org. All questions and answers will be posted on the Sugarloaf CID website at www.sugarloafcids.org.

The firm shall execute a contract tendered by the Sugarloaf CID prior to initiating service. Award of this planning study is contingent upon receipt of the federal funding awarded to the project. The Sugarloaf CID reserves the right not to award a contract should those funds not be made available. All qualified applicants will receive consideration for employment without regard to age, handicap, religion, creed or belief, political affiliation, race, color, sex or national origin.

The Disadvantaged Business Enterprise (DBE) goal is 17.61%. DBE requirements are governed by 49 CFR Part 26. A letter(s) from the proposer and any subcontractor(s) identifying the firm's DBE status (as applicable) and percentage of work proposed to be conducted for the strategy development should be included in the proposal response.

The applicant shall submit a proposal to include the following:

1. One-page cover letter summarizing the consultant's interest in the Project and identifying the contact information of the project manager/key contact.
2. Names and resumes (including an email address) of a principal, the project manager/key contact (if different) and key staff members who will work on the Project. Include names of any subconsultants (including key personnel and resumes) and a summary of their scope of services.
3. Using the indicated scope of work outlined in this RFP, outline your approach for the work. This should include a plan for public input, including innovative approaches to reach a diverse cross-section of participants.
4. Fee proposal (submitted in a separate sealed envelope, labeled fee proposal).
5. Schedule for the project.
6. References (minimum of 3).
7. Other relevant information concerning your bid shall be included in the appendix.

The body of the submittal shall include a maximum of ten (10) double-sided pages (equivalent

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to 20 single-sided pages). An appendix of no more than five (5) double-sided pages may also be provided with materials highlighting previous work and resumes. Every effort should be made to make proposals as concise as possible.

The Sugarloaf CID also reserves the right to make such inquiries regarding the firm's qualifications and reputation as it deems necessary to evaluate the firm. The firm may be requested to execute releases to obtain information from third parties. Failure to execute a release upon request may result in disqualification.

The Sugarloaf CID reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the CID. An award will be made contingent upon the approval of the Sugarloaf CID Board.

Background

A group of commercial property owners in the Sugarloaf Parkway area near the Gas South District (formerly known as the Infinite Energy Center) formed the Sugarloaf CID, Gwinnett's sixth CID, in 2016 to improve connectivity and livability to keep the area competitive as future growth occurs. For more information about the CID, please see www.sugarloafcid.org

The CID works to ensure that the district is connected, safe, and attractive. The CID focuses its resources on connectivity improvements that include major roadway projects, pedestrian and bicycle connections, and transit studies. Security improvements focus on cloud connected cameras with license plate readers and security awareness campaigns. Projects to make the district more attractive include landscaping, streetscaping, and signage.

In 2018, the CID completed the Sugarloaf LCI Master Plan that identified improvements to create multimodal connectivity as well as opportunities for new development and placemaking (see <https://sugarloafcid.org/lci-study/>). Improved transit was identified as a critical need for the Sugarloaf community in this LCI Plan. Following the completion of the LCI plan, the Sugarloaf CID teamed up with two other CIDs – Gateway85 Gwinnett and Gwinnett Place – as well as Gwinnett County and the Atlanta Regional Commission (ARC) for the Satellite Boulevard to Jimmy Carter Boulevard BRT Study (currently nearing completion).

To follow up on implementation tasks in the BRT study, this study will focus on transit area improvements at the Gas South District and Sugarloaf Mills. The goal of the study is to improve the transit rider experience for current transit service (local and express bus) and to set the stage for future BRT that will have stations at the Gas South District Transit Center and the Sugarloaf Mills Park-and-Ride, the northern terminus of the BRT route.

Project Goals

This work will advance implementation tasks in the Satellite Boulevard to Jimmy Carter Boulevard BRT study. During the study, the need was identified to integrate the Infinite Energy Center Transit Center (now the Gas South District) with future planned development. The study also identified the opportunity to locate the Sugarloaf Mills BRT station so that it

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provides a better connection to the mall and to create future development opportunities at that site.

The study would create a plan to implement short-term transit enhancements for existing transit service and long-term transit stations for future bus rapid transit (BRT) service. The study would focus on three key areas:

- Existing transit stop and Park & Ride improvements/future Transit Center planning
- Pedestrian and bicycle connections (sidewalks and trails, bike lanes, improved crossings) to provide last mile connectivity to transit
- Placemaking and public art to enhance the sense of community and rider experience, similar to the North Point Creative Placemaking Plan and the South Downtown Stations Creative Placemaking Plan

The study would result in an implementation report for projects to be made in the short, medium, and long term, including cost estimates and potential funding sources.

Project Scope

The LCI Major Study Update should follow ARC's recommended Scope of Work (Attachment A).

Coordination with Other Organizations

The consultant will be required to work closely with the Sugarloaf CID, Gwinnett County, Georgia DOT, SRTA, the Atlanta-Region Transit Link Authority, ARC, Explore Gwinnett, the Gas South District, the Hudgens Center for the Arts, Artworks Gwinnett, Sugarloaf Mills, the Gwinnett Chamber of Commerce, Partnership Gwinnett, existing transit riders, local businesses, residents, churches, and other interested parties. In addition, presentations to, and input from, adjacent neighborhoods and business organizations and appropriate public agencies will be sought where appropriate.

Proposal Evaluation

Proposals will be evaluated and ranked using the scoring system outlined below with the total 100 eligible points. Interviews will be conducted if the evaluation team deems them necessary to make a final decision.

- Experience and background working on similar types of projects – 25 points
- Quality and capability of the team – 25 points
- Approach to the project – 40 points
- References – 10 points

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ATTACHMENT A

Scope of Work

I. General: The work to be accomplished is in support of the following Atlanta Regional Commission (ARC) sub-element:

021 CAS - Livable Centers Initiative Investment Policy Studies (LCI)

II. Area covered: All the necessary services provided in this subgrant contract will support the study of LCI-related programs and projects within the Sugarloaf LCI area. The study area may extend beyond these limits if needed for logical termini purposes.

III. Goal: Portions of the Atlanta Metropolitan Transportation Planning Area are in maintenance for both ozone and PM2.5 standards under the Clean Air Act Amendments of 1990. Because of this designation, the region must look toward better development practices that support increased use of transportation modes other than single occupant vehicles (SOV) to help reduce emissions and meet air quality requirements. The LCI Program seeks to increase the use of alternatives to driving alone by developing transportation projects and other programs to improve accessibility, expand mixed-uses, utilize transit and support further development in the study area. Evaluation of the existing structure and development of likely scenarios should produce recommendations for future investment that support ARC's Livable Centers Initiative Program. Improving safety and walkability will result in increases in the alternatives to driving alone.

IV. Work Tasks:

The Sugarloaf Community Improvement District CID and Gwinnett County have worked closely with various Federal and State agencies to incorporate a public infrastructure system that encourages quality development in the Sugarloaf area. This study will formulate transportation investments to encourage efficient and safe movement of pedestrians, bicycles, and transit in, through, and around the Sugarloaf activity center.

The work to be accomplished under this contract is divided into the following tasks:

Task 1– Public Engagement:

The goal of this task is to develop a local planning outreach process that promotes the involvement of all stakeholders in the study area, with efforts and accommodations made to include low to moderate income, minority, and elderly or disabled community members. The subgrantee will conduct an outreach process that promotes the involvement of all stakeholders in the study area. In addition to residents, businesses, and property owners, key stakeholders in

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this process should also include ARC, GDOT, and Gwinnett County. The ARC Project Manager must be notified of all meetings taking place.

- Project information shall be uploaded to the subgrantee website to provide basic project information to the public along with project materials and meeting summaries.
- A Project Management Team shall be formed with representatives from Sugarloaf CID, Gwinnett County and ARC.
- The subgrantee and consultant team will seek input and comments from a project advisory group of major stakeholders

The subgrantee will schedule at least two public open engagement opportunities, in a format determined by the project team, the following topics/milestones should be covered by the public engagement activities (at a minimum):

- Provide an overview of the study process, the goals of the study, key dates, and opportunities for public input.
- Solicit opinions on goals and objectives of the study, community needs, strengths, weaknesses, opportunities, and threats related to transportation in the study area.
- Seek input and consensus on preferred concept, typical sections, or improvements. Seek approval of final plan documents and concepts.

Virtual meetings and/or digital engagement activities can be used to meet the above activities.

- *Final Plan Review and Transportation Coordination Meetings*
A transportation project coordination meeting is required to be conducted prior to finalizing the LCI plan recommendations. To ensure the transportation projects are feasible, the coordination meeting should include all affected organizations (such as GDOT, County Government, etc.) to discuss potential projects prior to the transportation improvement list being finalized.

The final plan review is to be at the ARC offices to discuss the plan process, issues, or unique activities that occurred, and future projects that are needed to implement the plan once the plan is complete.

Task 2 – Plan Development

The goal of this task is to develop and improve the subject area's urban design elements, including pedestrian, bicycle and transit elements, wayfinding, public space activation, and lighting as well as the transportation network. This analysis should be coordinated with other completed studies, programs, developments, and organizations. At a minimum, this study will evaluate and address the following information:

- **Area and Existing Plan Assessment**

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- Prepare an assessment of existing physical conditions of roadways and trails, including existing bicycle and pedestrian infrastructure, transit stops, traffic control devices, and right of ways.
- Examine and summarize existing LCI, transit, trail, land use and transportation plans and development proposals, and zoning that would have an impact on this study area.
- **Transportation Strategy**
 - Develop opportunities for incorporation of smart community elements into the study area including but not limited to:
 - Pedestrian Crossings
 - Wayfinding
 - Smart Parking at Transit Park and Ride
 - Public Wi-Fi
 - Vehicle Charging
 - Develop strategies and implementation projects for existing transit facilities and stops within the area, including, safe access to transit from major employers and major destinations within the corridor. These should include interim strategies.
 - Develop conceptual plans for future BRT stops near Infinite Energy Center and Sugarloaf Mills.
 - Prepare conceptual plans, layouts, and typical street sections.
 - Define street level improvements including bike facilities, sidewalks, and other pedestrian enhancements.
 - The incorporation of green infrastructure within transportation recommendations.
- **Placemaking Strategy**
 - Identify potential locations for public space and placemaking activation in the Sugarloaf Area.
 - Define area theme(s) for public space activation and placemaking.
 - Determine public space and placemaking elements and strategies, including but not limited to public art, wayfinding, lighting both decorative and safety, and streetscapes.

Task 3 –Prepare Project Deliverables

The goal of this task is to compile the results of the overall work effort, the study process, relevant findings, and recommendations into a final study/plan document. The final study document shall include the following (not necessarily in this order):

- **of the plan development process:**

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- A description of the study process and methodology, data gathering techniques and findings, and general outcomes.
- A description of the public participation process used to achieve a community-supported program of improvements.
- Summary of the Area and Plan Assessments.
- **Draft Concept Plans and thematic concept(s)**
 - An area plan map outlining the type of elements and strategies to be installed at recommended locations.
 - A preferred placemaking layout and a typical section of the corridors within the study area.
 - Illustrative visualizations that illustrate the placemaking and transportation strategies
- **Implementation Plan**
 - Identify changes to Gwinnett County's applicable ordinances and guidelines for code adherence and if necessary, recommendations for regulatory reform to implement the plan.
 - Public Space Design Guidelines for the BRT Transit Stops and Park and Ride.
 - A phasing program based on the priority and implementation schedule of the various project elements to be undertaken in the project area will be established.
 - A 100-day action plan that is achievable to show plan implementation to the public.
 - For key projects identified by the Project Management Team, a detailed implementation guide.
 - Cost Estimates for the main project components of the placemaking elements.

Format of Deliverables:

- PDF file of the document, any appendices, concept plans, and typical sections
- Electronic files in their original formats with supporting graphics and GIS or other data files (Excel, CAD, etc.)

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EXHIBIT A-1
Sugarloaf LCI Study Area

